BTEC Assignment Brief

Qualification	BTEC International Level 3 Foundation Diploma in Esports BTEC International Level 3 Diploma in Esports BTEC International Level 3 Extended Diploma in Esports
Unit number and title	**18**: Corporate Social Responsibility in Sport
Learning aims	**A:** Explore CSR issues in relation to sports organisations/ businesses and individuals **B:** Explore benefits and drawbacks for sports organisations/ businesses and individuals of adopting a CSR policy
Assignment title	Be a good sport!
Assessor	
Issue date	
Hand in deadline	

Vocational scenario or context	You have secured a work placement in your local government office. As part of your induction, you have been asked to write a report and prepare a presentation covering a range of Corporate Social Responsibility (CSR) issues and their policies that affect the sports industry specifically. You will need to select a sports organisation, business or individual of your choice in order to base your work upon.

Task 1	You should research your selected sports organisation, business or individual and write a report which evaluates • Details of the potential impact that CSR issues have had on: o the internal and external stakeholders o the sports organisation/business or individual. You need to include examples of individually researched issues that cover a range of environmental, ethical and community topics. • The relevance or significance of the effect the CSR issues have had on the selected sports organisation/ business or individual • How effectively the selected sports organisation/ business or individual has responded to the CSR issues and whether this response has strengthened their CSR image across the wider community. This should consider the positive and negatives or any alternative actions that they could take.
Checklist of evidence required	• A written report covering a range of CSR issues for a selected organisation/ business or individual.

Criteria covered by this task:	
18/A.D1	Evaluate how effectively a selected sports organisation/ business or individual has responded to CSR issues and whether this response has strengthened their CSR image
18/A.M1	Assess the effect CSR issues have had on a selected sports organisation/business or individual.
18/A.P1	Explain the impact CSR issues have had on the stakeholders of a selected sports organisation/ business or individual.
18/A.P2	Explain the impact CSR issues have had on a selected sports organisation/business or individual.
Task 2	You now need to consider the CSR policies that are in place for the selected sports organisation/ business or individual. You should prepare a presentation which evaluates : • Details of the potential benefits and drawbacks to your selected sports organisation/business or individual of their CSR policy with examples. • Details of how the selected sports organisation/ business or individual has sought recognition from a third party and the impact this has had on their reputation • The relevance or significance of the potential benefits and drawbacks to the selected sports organisation/business or individual of their CSR policy • The relevance or significance of its recognition by an external body in supporting organisational change • A detailed examination of the inter-relationship between the competitive advantage gained by: o The selected sports organisation/ business or individual as a result of its CSR activities o its recognition by an external body
Checklist of evidence required	• A presentation, with speaker notes, focusing on CSR policies for sports organisations/ business and individuals

Criteria covered by this task:	
Unit/criteria reference	To achieve the criteria, you must show that you are able to:
18/B.D2	Analyse the competitive advantage gained by a selected business as a result of its CSR activities and its recognition by an external body.
18/B.M2	Assess the potential benefits and drawbacks to a selected sports organisation/business or individual of their CSR policy and its recognition by an external body.
18/B.P3	Explain the potential benefits and drawbacks to a selected sports organisation/business or individual of their CSR policy
18/B.P4	Explain how a selected sports organisation/ business or individual has sought recognition from a third party and the impact this has had on their reputation.

Sources of information to support you with this assignment	**Websites** b1g1.com/businessforgood/csr-guide?gclid=CjwKCAjw74b7BRA_EiwAF8yHFEmaEE3QpVBQSzEuy97V5lei6KMI0LUEn5tKci3-Isq_ioDWs8t9URoCuKAQAvD_BwE digitalcommons.wku.edu/cgi/viewcontent.cgi?article=2146&context=ijes#:~:text=In%20a%20neoliberal%20context%2C%20CSR,place(s)%20in%20society. researchgate.net/publication/271150910_Corporate_social_responsibility_in_sport_Stakeholder_management_in_the_UK_football_industry sportanddev.org/en/article/news/sport-and-corporate-social-responsibility sportsbusinessdaily.com/Journal/Issues/2019/09/09/In-Depth/Social-responsibility.aspx epublications.marquette.edu/cgi/viewcontent.cgi?article=1428&context=theses_open kennethcortsen.com/the-application-of-strategic-csr-in-the-sports-industry/ ukessays.com/essays/marketing/corporate-social-responsibility-in-professional-sports-marketing-essay.php marjon.repository.guildhe.ac.uk/10190/1/7%20CSR%20Sport%20Community%20Development_PPV.pdf semanticscholar.org/paper/Corporate-social-responsibility-%28-CSR-%29-in-sports-%3A-Athanasopoulou-Douvis/55b923e0191ae1ed068519822356d3587f2f4c17?p2df